

COMMERCIAL MILK FORMULA MARKETING: INTERNATIONAL CONTEXTS AND TOOLS

WD4488

PROGRAM DESCRIPTION: This enduring activity is designed to increase knowledge around the *International Code of Marketing of Breast-Milk Substitutes* while highlighting potentially useful shifts in approach moving forward. There will be tools shared for recognizing and tracking commercial milk formula marketing practices in the U.S.. Key findings are shared from the 2018 “U.S. Access to Nutrition Index,” which included evaluation of three major manufacturers of infant formula and other products marketed as a partial or total replacement for breast milk.

OBJECTIVES:

At the conclusion of the session, the participant will be able to:

1. List three actions that are prohibited under the International Code for Marketing Breast-milk Substitutes such as those specified for commercial milk formula companies, healthcare professionals, or retail settings.
2. Name two ways that assessing formula company policy and practice can improve accountability and adherence to the International Code of Marketing of Breast-milk Substitutes
3. Identify one way formula marketing hinders team collaboration and consistent messaging in the healthcare setting.

**FACULTY/
CREDENTIALS:** Laurence Grummer-Strawn, PhD, Unit Head,
World Health Organization
Rachel Crossley, MSc, Senior Advisor, Access to
Nutrition Initiative

ORIGINATION DATE: July 31, 2021

RENEWAL DATE:

EXPIRATION DATE: July 31, 2023

URL: <http://www.usbreastfeeding.org/p/cm/ld/fid=991>

HARDWARE/SOFTWARE: Computer Hardware; Internet connection;
Browser

MATERIALS: Worksheet

TARGET AUDIENCE: Physicians, Physicians Assistants, Registered Nurses, Advanced Practice Nurses, Certified Health Educators, Medical Assistants, Program Managers, Doulas, Midwives, Registered Dietitians, International Board Certified Lactation Consultants, Advanced Lactation Consultants, Certified Breastfeeding Specialists, Certified Lactation Counselor, Certified Lactation Educator, WIC Peer Counselors, La Leche League Leader, Breastfeeding Peer Counselor

PREREQUISITES: N/A

FORMAT: This activity is **Web on Demand**.

CONTACT INFORMATION: US Breastfeeding Committee, office@usbreastfeeding.org

ACCREDITATION STATEMENTS:



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, this activity has been planned and implemented by Centers for Disease Control and Prevention and US Breastfeeding Committee. The Centers for Disease Control and Prevention is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

CME: The Centers for Disease Control and Prevention designates this **enduring** activity for a maximum of **1.5** AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CNE: The Centers for Disease Control and Prevention designates this activity for **1.5** nursing contact hours.

CEU: The Centers for Disease Control and Prevention is authorized by IACET to offer **0.1** CEU's for this program.

CECH: Sponsored by the Centers for Disease Control and Prevention, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES®) and/or Master Certified Health Education Specialists (MCHES®) to receive up to **1.5** total Category I continuing education contact hours. Maximum advanced level continuing education contact hours available are **1.5**. Continuing Competency credits available are **1.5**. CDC provider number **98614**.

For Certified Public Health Professionals (CPH)

The Centers for Disease Control and Prevention is a pre-approved provider of Certified in Public Health (CPH) recertification credits and is authorized to offer **2** CPH recertification credits for this program.

DISCLOSURE: In compliance with continuing education requirements, all presenters must disclose any financial or other associations with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters as well as any use of unlabeled product(s) or product(s) under investigational use.

CDC, our planners, content experts, and their spouses/partners wish to disclose they have no financial interests or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters. Planners have reviewed content to ensure there is no bias.

Content will not include any discussion of the unlabeled use of a product or a product under investigational use.

CDC did not accept commercial support for this continuing education activity.

Instructions for Obtaining Continuing Education (CE)

In order to receive continuing education (CE) for **WD4488 Commercial Milk Formula Marketing: International Contexts and Tools** please visit [TCEO](#) and follow these [9 Simple Steps](#) before **07/31/2023**

Complete the activity

Complete the Evaluation at www.cdc.gov/GetCE

Pass the posttest at 75 % at www.cdc.gov/GetCE

FEES: No fees are charged for CDC's CE activities.